



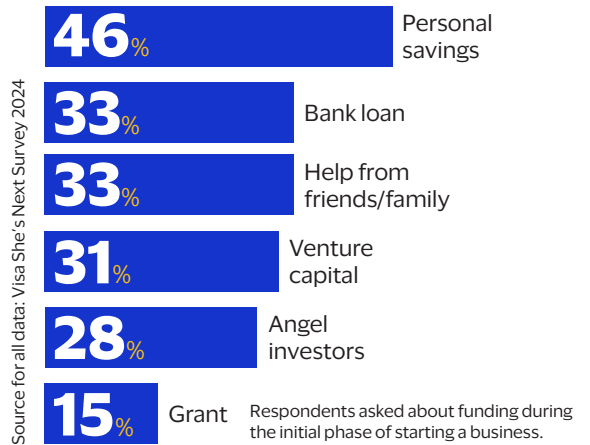
# Transforming the entrepreneurial ecosystem in Saudi Arabia

Saudi Arabia's entrepreneurial landscape is evolving rapidly, with women playing an increasingly pivotal role in driving digital growth. As more women embrace entrepreneurship, they are leveraging digital tools and innovation to overcome obstacles and seize new opportunities.

Saudi's Vision 2030 specifically focuses on increasing women's participation in the labor market from 22% to 30%<sup>1</sup>. This involves creating more opportunities for women in various sectors and encouraging entrepreneurship.

1. [Vision 2030 Kingdom of Saudi Arabia.](#)

## Top initial funding sources for women-run businesses



## Top motivations to start a business



Top six responses have been selected.

## Top challenges to growth



**Women entrepreneurs are a vital part of the economy, and we believe that when they succeed, everyone benefits."**

Ali Bailoun, Regional Manager for Saudi Arabia, Bahrain and Oman, Visa

## Top industries women operate in



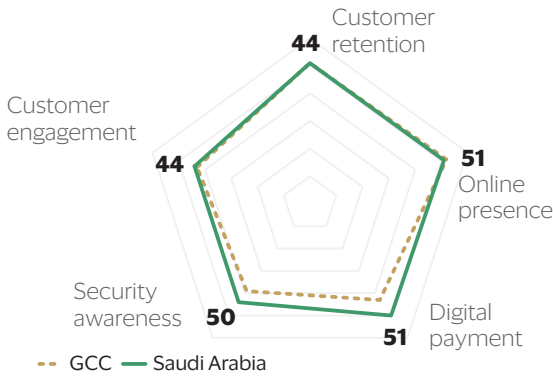
**Alia Alghoben**

Visa She's Next 2023 KSA Winner

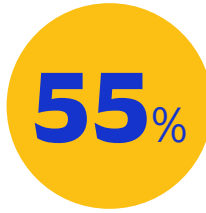


# Broadening a sustainable, digital base

## Digitization score

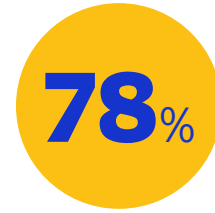


## Cybersecurity



of women entrepreneurs are familiar with cyber threats

## Creator economy

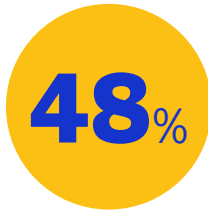


say social media influencers contribute positively to business

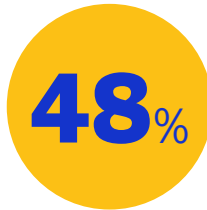
## Aspirations of women entrepreneurs in Saudi Arabia



will focus on enhancing social or environmental impact

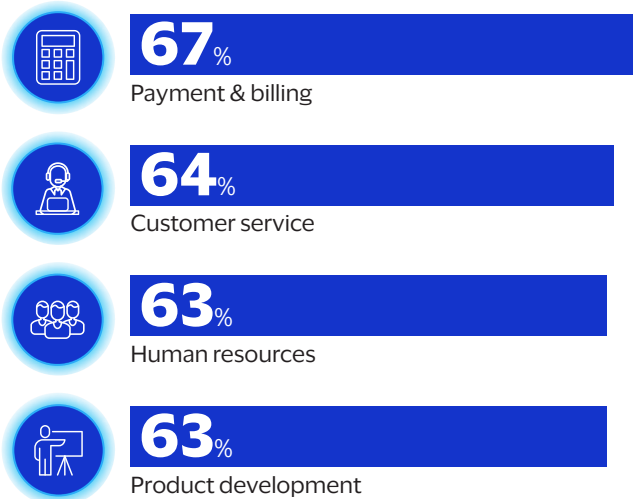


of ventures aim to enhance their range of products or services



of businesses will focus on broadening customer reach

## Top impact areas of AI in business



## Building sustainable businesses

Entrepreneurs in Saudi Arabia highlight their top efforts to incorporate sustainable practices, which include:

49% eco-friendly products & packaging



48% recycling & waste management

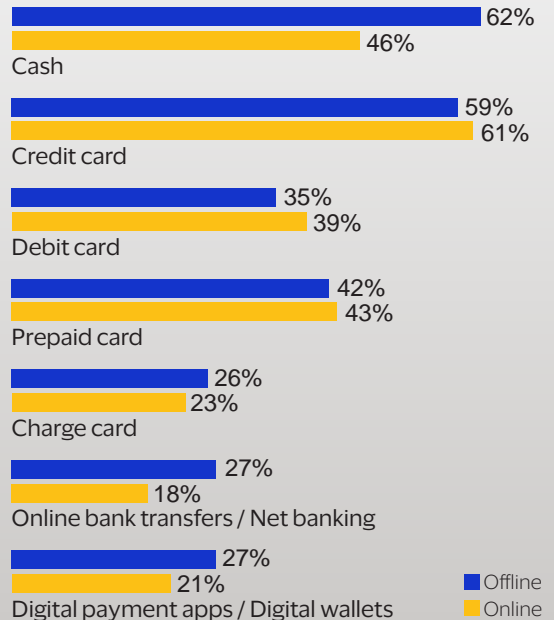


48% selecting sustainable suppliers



Source for all data: Visa She's Next Survey 2024

## Top payment methods



## How businesswomen in Saudi Arabia ensure secure digital payments

